

## **CONSUMER INSIGHT ON TELEVISION BASED MARKETING PRACTICES**

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### **ABSTRACT**

Retailers face a rigid competition from the TV Based Marketing firms from countless angles. The benefits for TV Based Marketers are high and these special benefits are not available to physical shop based retailers. The number of consumers for TV Based Marketing products is consistently increasing. These firms have to provide additional standardized information to the potential consumers.

**KEY WORDS:** TV Based Marketers, Product information, Safety of use, healthcare, Global reach.

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